



American Red Cross

**Southeastern Michigan
Blood Services Region**
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NEWS RELEASE

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BLOOD DONATION APPEAL CONTINUES; SOUTHEAST MICHIGAN RESIDENTS URGED TO ACT NOW

DETROIT – JULY 18, 2005 - The Southeastern Michigan Blood Services Region of the American Red Cross continues to urge residents to act now and give blood. The Red Cross thanks those individuals who have already rolled up their sleeve to help save lives. However, **the need for blood continues to outpace the supply and more donors are immediately needed. Critical blood types O and B hover at less than a ½-day supply. For adequate patient care, the inventory available should be at least a three-day supply.**

The blood shortage poses a serious threat to public health and disaster preparedness. A 3 to 5 day blood supply level is necessary to meet patient needs *and* stand prepared for natural or man-made disasters. Recent news developments of hurricanes in the south and terrorist acts abroad, serve as reminders of how blood donations can be the key to preparedness. Blood must be on the shelf, ready and available in order to help save lives.

Fortunately, blood was available to treat a 17-year old congenital heart patient at University of Michigan Health Systems. While in surgery, complications created excessive aortic bleeding. Because enough individuals recently gave blood, doctors were able to begin the process of transfusing 94 units of type O+ blood to this young man within a 48-hour time-period. This patient continues to receive blood transfusions and relies on the generosity of volunteer blood donors. Let's ensure blood is available to treat this young man and hundreds of other patients in our community each day.

Accident victims, organ transplants, cancer patients and emergency surgeries cannot wait for blood to be donated, tested and processed. Their need is NOW. A single unit of blood takes 24 to 36 hours before it can be available for use.

Every eligible individual is urged to call 1-800-GIVE-LIFE today to make an appointment and donate. If you have not donated before, now is the time to do so.

To donate blood you must be in general good health, weigh at least 110 pounds and be 17 years of age or older. Please make a blood donation appointment today, call **1-800-GIVE LIFE**.

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